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ABSTRACT

A study was conducted to investigate the educational and training needs of the community served by DeKalb Community College (DKCC) and DeKalb Area Technical School. During the study 40 faculty members conducted in-person interviews with 387 employers, and 512 part-time students were surveyed in class to assess community awareness of DKCC and DeKalb Tech; to identify the short-term educational/training needs of DeKalb employers and students; and to determine which DKCC and DeKalb Tech units would best fulfill the needs of employers and students. Study findings indicated: (1) the areas of job growth in the next 5 years identified by employers were secretarial-clerical, management, and sales; (2) the main course training needs of employers were in communication skills, and management and supervision; (3) the unit preference cited by most employers were for vocational-technical programs (part-time evenings) and collegiate (part-time day and evenings); (4) the categories of courses requested by student respondents were humanities, business, and information systems; (5) 43% of the students preferred evening and saturday hours for classes; (6) the employers indicated that they favored employee referrals and newspaper ads to secure new employees; and (7) 74% of the employers preferred training sites on campus. The report includes the survey instruments and cover letters. (HB)

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**The DeKalb County
Business-Industry-Labor-Student (BILS)
Needs Assessment**

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**DeKalb Community College
Clarkston, Georgia 30021**

June, 1985

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**The DeKalb County
Business-Industry-Labor-Student (BILS)
Needs Assessment**

Abstract

The DeKalb County BILS Needs Assessment investigated the educational and training needs of the community served by DeKalb Community College and DeKalb Area Technical School. The study identified DeKalb employers and students who were randomly sampled with survey questionnaires. The methodology was unique in that it involved 40 faculty members who interviewed employers at their work sites. Students responded to a questionnaire in their classrooms.

The findings from 387 employers indicate that computers will continue to influence job demands and that DeKalb County represents the tip of the iceberg in projections made for the nation's job growth. DeKalb employers were automated and computerized or were planning to do so in the near future. They emphasized job growth in the high technologies, office occupations, service occupations, and health-related fields. They also stressed the need for secretarial-clerical, sales, and middle-management skills. Courses most often requested by employers were those related to information processing, office technology, communications, electronics, and business functions.

The 512 responding students preferred courses similar to those asked for by employers. Students favored the business courses, comprehension and rhetoric, information processing, and mathematics. They preferred part-time studies in a wide variety of instructional units, but like DeKalb employers, students appear to have little knowledge about important options such as College-on-TV, JTPA (Job Training Partnership Act) courses, and Industrial Services. Students also requested a more efficient course registration process, with mail and telephone options.

It was concluded that although there are areas which need improvement, the institution has basically set forth a Program of Studies compatible with the needs of both employers and students. The greatest deficiency found was the lack of information among employers about how the Program of Studies could better serve the educational/training needs of the community. This study evoked sensitivity to correct that condition and welded closer links between education and employment. Moreover, it can facilitate the delivery of postsecondary education most beneficial to the economic well-being of DeKalb County.

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Preface

The catalyst for "The DeKalb County BILS Needs Assessment" was Paul M. Starnes, Provost-Director of DeKalb Area Technical School. As early as 1982 Dr. Starnes expressed the need for this study in serving curriculum decisions and state accountability requirements for DeKalb Tech. When he established The Office of Research and Planning in September, 1982, Dr. Starnes set top priority for the development of this study. However, the decision was made to delay project development until other needs assessments, both regional and statewide, had been completed.

By May, 1984 it was more evident that a needs assessment should be conducted for DeKalb County. In the interim, the collegiate portion of DeKalb Community College had been invited to join the project development. The study then became institution-wide in scope, with an endorsement from DCC President Marvin M. Cole, and with concerns set for curriculum decisions on four campuses. A Steering Committee was chosen from all units and campuses, project goals were set, and it was suggested that a full year be taken to complete the study. The study gained further support from the institution's Board of Trustees and The DeKalb Chamber of Commerce.

With the President's request for faculty participation, the study began to actively involve over 400 full and part-time faculty. Faculty contributions to the study were therefore substantial and without them this study could not have taken place.

Berman E. Johnson
Office Of Research & Planning

The DeKalb County BILS Needs Assessment

Introduction

The DeKalb County Business-Industry-Labor-Student (BILS) Needs Assessment investigated the educational/training needs of employers and students served by DeKalb Community College (DCC) and its occupational unit, DeKalb Area Technical School. This report describes data obtained in the study and provides information for planning and the decision-making process. Specifically, it provides survey information on requested courses and topics, instructional services, and job demands considered most important by DeKalb County employers and students.

The service delivery area for DCC and DeKalb Tech includes DeKalb, Rockdale, and Newton Counties; and it is economically linked with the metro-Atlanta region. In 1984 this region became the fastest growing employment center in the nation, and DeKalb County ranked second among the 10 metro-Atlanta counties which received and welcomed 160 new firms (DeKalb Attracted 38, 1985). Unlike many industrial regions, structural changes now taking place nationwide are not expected to drastically affect this region's economy. Several studies suggest that metro-Atlanta's economy is likely to become more service oriented and will continue as the hub of the South for the distribution of goods and services.

The metro-Atlanta region contains nearly one-half of Georgia's non-agricultural jobs. These jobs grew at a rate of 8.9 percent in 1984 (Georgia Dept. of Labor, 1985). Since the service

delivery area for DCC and DeKalb Tech are statistically prominent in those proportions, continual assessment of DeKalb County's educational/training needs can facilitate the region's continued economic growth and development.

Statement of the Problem

During more than two decades of productive service in DeKalb County, DCC and DeKalb Tech have made no scientific, comprehensive assessment of the educational/training needs of employers or students. While this may have been less important in past years, today's expanding technologies, curriculum demands, and competition for student enrollment mandate an empirical approach for the decision-making process. In recognition of this void, a Needs Assessment Steering Committee was formed on May 29, 1984. The Committee commissioned The Office of Research and Planning to conduct a county-wide needs assessment to pinpoint the educational/training needs of business and industry, local government, and students.

The study had four objectives:

1. To assess community awareness of DCC and DeKalb Tech and its diversified Program of Studies;
2. To identify the short-term educational/training needs of DeKalb employers and students;
3. To provide information determining which DCC and DeKalb Tech units might best fulfill the specific needs of local employers and students; and
4. To inform local employers of the results in order to begin planning for the needed courses and structure.

Definition of Terms

1. Part-time Collegiate - Collegiate efforts (day or evening) which accrue fewer than 12 quarter credit hours.
2. Part-time Voc-Tech - Daytime DeKalb Tech efforts which accrue fewer than 11 quarter credit hours.
3. College-on-TV - Credit and non-credit courses offered on public television for home instruction with on-campus examinations.
4. Evening Voc-Tech - Evening DeKalb Tech courses designed for job preparedness and job upgrading.
5. Enrichment Program - Non-credit courses designed for personal development and professional growth.
6. Industrial Services - DeKalb Tech courses designed for a specific employer need and usually offered off-campus or at an employer work site.
7. JTPA Program - Job Training Partnership Act (U.S. Congress, Oct. 1983) courses sponsored by state or local service delivery areas which coordinate local job needs with education.
8. One-year Programs - 3 or 4 quarter diploma efforts designed for career preparation and job market entry.
9. Two-year Programs - 6 or more quarter diploma or degree efforts designed for college transfer or for career preparation and job market entry.
10. North DeKalb - North of LaVista Road.
11. Central DeKalb - Between LaVista Road and Memorial Drive-Covington Highway.
12. South DeKalb - South of Memorial Drive - Covington Highway.

Limitations of the Study

The study was limited to employers located and operating in DeKalb County, Georgia during the Winter of 1985 and to students enrolled at DCC and DeKalb Tech during the Fall Quarter of 1984.

Review of the Literature

One of the most comprehensive needs assessments completed in postsecondary education was conducted by Mehalis (1978) at Broward Community College. Three interviewers personally surveyed 400 Broward County, Florida employers who had 50 or more employees. The study found that numerous training needs existed in the county, primarily in the medical and technical fields. Therefore, many programs offered by Broward County educational agencies needed revision and updating to focus on competencies needed for job-entry. Several areas needed supplemental training to upgrade and to retrain people already employed, and other areas were found to have no training available. Recommendations included a joint effort wherein Broward County employers and educational agencies at all levels could develop stronger communication links to implement the needed programs.

Howard Community College joined forces with the local Chamber of Commerce and other county agencies to survey employment trends in Howard County, Maryland (Radcliffe, 1984). The questionnaire was mailed to over 1,600 employers and asked about existing and future occupations, long term job growth, and employment skills needed in the county. The 258 responding employers indicated that although computers were heavily influencing employment trends,

"people skills" were seen as most critical in Howard County job development. One of the most valuable results of the survey was the increased communication established between business leaders and members of the educational community.

In Georgia, Gainesville Junior College (GJC) conducted a similar needs assessment to provide answers about the educational, cultural, social, and economic impact that GJC had made on its community (Gainesville Jr. College, 1980). GJC surveyed 85 selected community leaders from five counties; high school seniors; high school counselors; and GJC alumni, students, faculty, and staff. It was found that the community had a good relationship with GJC administration, but student-community relations needed improvement. Students reported that GJC had a significantly positive impact upon their lives and noted teacher-student relationships as being primarily responsible. The survey indicated a need to increase community awareness of GJC, its programs, and its activities.

Atlanta Junior College conducted a study to address the disparity between the skills of the Atlanta urban labor force and the demand for qualified employees (Jones, 1984). Personal interviews were conducted with responses from 88 Atlanta employers. The findings emphasized the need for area schools to promote better skills in communications and mathematics, better work attitudes, and abilities to adapt to changing technologies. It was noted that the best job opportunities were for skilled persons and semi-professionals in the information technologies, electronics, and telecommunications. The most numerous job opportunities predicted for

the next five to 10 years were in computer-related areas.

Most postsecondary institutions recognize the worth of county-wide needs assessments in helping to identify the gap between "what is" and "what should be" in areas affecting both education and employment. Critical educational/training needs assessments, however, are often postponed until special funds are available. Many institutions depend heavily upon state-wide studies which usually do not provide the precision required at the local level. Others continue to use costly trial and error efforts in determining the needs of their constituents. With today's fast-changing technologies impacting the employment arena, postsecondary institutions sensitive to the needs of their constituents generally agree that a needs assessment should be conducted regularly, at intervals which exceed no more than five years.

Methodology - The Employers

The employer portion of this study actively engaged the efforts of faculty members. There were 40 DeKalb faculty members who volunteered to personally interview 400 employers randomly selected among DeKalb County's 18,000 firms. A search of the literature revealed no comparable effort wherein full-time college faculty volunteered their services in a needs assessment without being monetarily compensated.

In September, 1984 the DCC President sent a letter inviting 40 selected full-time faculty members to serve as needs assessment interviewers during the Winter Quarter of 1985. The faculty

members were chosen from all campuses and segments of the institution. The letter explained the purpose of the study and proposed that each participating faculty member would interview 10 designated employers in DeKalb County. Five faculty members declined to participate, but five others who heard about the President's invitation volunteered to become suitable replacements.

The cadre of faculty interviewers was formed into a group with singleness of purpose at an interviewer orientation/training session. The session was highlighted by remarks from the President who emphasized the importance of the needs assessment, noted it as the first in DeKalb County, and thanked the group for agreeing to participate. Details of the study were provided by the Director of Research and Planning who also conducted a simulated employer interview. The Director had earlier developed the interview questionnaire and had pilot-tested it for content validity. Immediate feedback and discussion among the 40 faculty interviewers provided a wealth of ideas that were later incorporated into the methodology.

The methodology was designed to obtain a minimum of 384 responses and called for each faculty interviewer to visit 10 DeKalb County employers who had indicated in writing that they would participate in the study. The number of sought-after responses was in keeping with other studies which determined that a minimum of 384 responses are required for statistical significance at the .05 level in a county-wide needs assessment of employers (Backstrom and Hursch, 1963) (Mehalis, 1978). The 400

employer goal was set to keep a safe margin for contingencies.

In order to develop a list of 400 committed employers, a 1,200 random sample of DeKalb County employers was identified and mailed a letter generated from the institution's highest officials. The DeKalb Chamber of Commerce also endorsed this effort by enclosing a letter to their members of the sample requesting participation. Careful consideration was made so that employers of all sizes, types, and geographic locations were represented in the sample. The letter explained the purpose of the needs assessment and asked employers to indicate a willingness to participate by returning the letter in an enclosed self-addressed stamped envelope.

When 400 DeKalb County employers responded by returning the letter of commitment, along with contact persons and telephone numbers, each faculty interviewer was assigned a group of 10 employers. The County was then divided into three geographical areas, the 400 employers were noted therein, and the interviewers were given employer assignments based upon their area preferences. The interviewers were asked to telephone their designated employers to set up convenient times and places for the interviews.

Results and Discussion - The Employers

The employer interviews produced 387 usable responses that were placed in seven basic occupations: Service, Trade & Industrial, Distributive, Technical, Office, Health, and Public Service. In Figure 1 it can be seen that Service occupations led the list in the number of responding employers.

Figure 1 - Basic Occupations Of Employer Respondents

<u>Basic Occupations</u>	<u>Response</u>	<u>Percent</u>
Service	89	23
Trade & Industrial	82	21
Distributive	64	16
Technical	41	11
Office	38	10
Health	37	10
Public Service	<u>36</u>	<u>9</u>
Totals	387	100%

The employers indicated 62 areas of job growth for DeKalb County within the next five years. Figure 2 shows the Job Growth areas and the number of times they were cited by the employers. It can be seen that Secretarial-Clerical jobs head the list. The employers also highly rated Management as an area for future growth, with an emphasis upon middle-management and the direct supervision of employees.

Figure 2 - Job Growth Areas For The Next Five Years

<u>Job Areas</u>	<u>Times Cited</u>
Secretarial-Clerical	78
Management	75
Sales	58
Computer Operations	52
Data Processing	29
Computer Programming	29
Word Processing	26
Printing	25
Marketing	25
Mechanical Engineering Technology	19
Electronics Technology	19
Maintenance	18
Customer Service	17
Teller Operations	13
General Manufacturing	13
Service Representative	12
Accounting	12
Automotive Technology	11
Warehousing	11
Nursing	10
Machine Operation	10
Drafting	9
Carpentry	9
Welding	8
Food Preparation	6
Teaching	5
Brokerage	5
Interviewing	4
Chemical Technology	4
Medical Technology	3
Metal Fabrication	3
Rehabilitation Counseling	3
Horticulture	3
Criminal Investigation	3

Job Growth Areas with fewer than three citations:

Cashiering (2)	Reporting (2)	Inspecting (1)
Radiation Technology (2)	Public Safety (2)	Dry Cleaning (1)
Construction (2)	Real Estate (1)	Pharmaceuticals (1)
Plumbing (2)	Childcare (1)	Dispatching (1)
Budget Analyzing (2)	Emergency Med. Tech. (1)	Surveying (1)
Estimating (2)	Marble Making (1)	Telecommunication (1)
Landscaping (2)	Fire Science Tech. (1)	Heating & A/C (1)
Robotics (2)	Electricity (1)	CAD Operations (1)
Designing (2)	PBX Operations (1)	
Glass Work Oper. (2)	Plating Tech. (1)	

The employers reported 28 areas wherein they felt that job modifications would occur within the next five years in DeKalb County. Job modifications were defined as changes taking place in the employment arena which require re-training or upgrading of job skills. Figure 3 shows the job modification areas and the number of times they were cited by the employers. It can be seen that the job areas heading the list for modification are similar to the job areas heading the list for job growth.

Figure 3 is followed by Figure 4 which shows the 11 most pressing job areas noted by employers to have educational/training needs. Pressing job areas were those which were noted to have critical employer needs. It can be seen that Secretarial-Clerical, Management, and Sales have the greatest number of employer citations. The job areas shown in Figures 2, 3, and 4 have reference to the basic occupations noted in Figure 1.

Figure 3 - Job Modification Areas For The Next Five Years

<u>Job Areas</u>	<u>Times Cited</u>
Computer Operations	65
Secretarial-Clerical	29
Management	22
Word Processing	10
General Manufacturing	9
Customer Service	6
Accounting	5
Drafting	5
Marketing	4
Electronics Technology	4
Nursing	4
Maintenance	4
Sales	4
Computer Programming	3
Machine Operations	3
Automotive Technology	3

Job Modification Areas with fewer than three citations:

Warehousing (2)	Laundry (1)	Printing (1)
Teller Operations (2)	Dispatching (1)	Welding (1)
Cashiering (2)	Photography (1)	Food Preparation (1)
Data Processing (2)	Real Estate (1)	Packing (1)
Teaching (1)	Designing (1)	

Figure 4 - Most Pressing Jobs With Educational/Training Needs

<u>Job Areas</u>	<u>Times Cited</u>
Secretarial-Clerical	83
Management	51
Sales	32
Computer Operations	30
Data Processing	29
Word Processing	29
Customer Service	28
Electronics Technology	22
Automotive Technology	20
Machine Operations	20
Nursing	20
Accounting	19
Plant Maintenance	17
Computer Programming	14
Drafting	14
Printing	13
Service Representative	10
Welding	10
Marketing	10
Warehousing	8
Teaching	6
Food Preparation	6
Cashiering	5
Heating & A/C	5
Commercial Art	4
Plumbing	4
General Manufacturing	4
Transcribing	4
Electrician	4
Inspecting	3
Telemarketing	3
Aviation	3
Carpentry	3
Metal Fabrication	3
Food Preparation	3
Horticulture	3
Teller Operations	3
Chemical Technology	3

Most pressing jobs with fewer than three citations:

Underwriting (2)	Biomedical Elec. (2)	CAD Operations (1)
Estimating (2)	Dental Hygiene (2)	Emergency Med. Tech. (1)
Purchasing (2)	Radiation Tech. (2)	Corrosion Technology (1)
Mental Health Spec. (2)	Housekeeping (2)	Interior Decorating (1)
Meter Reading (2)	Landscaping (2)	Personal Banker (1)
Plating Tech. (2)	Fiber Optics (1)	Receptionist (1)
Interviewing (2)	Recreation Coordinator (1)	Firefighters (1)

Figure 4 - Most Pressing Jobs with Educational Training Needs
(cont'd.)

Real Estate (1)	Tractor Oper. (1)	Refrigeration (1)
Lab Technology (1)	Surveying (1)	Loan Counselor (1)
Home Worker (1)	Public Relations (1)	Designing (1)
Pneumatic Mech. (1)	Marble Worker (1)	Childcare (1)

The employers reported 60 course areas that should be emphasized for their employment needs in DeKalb County. Figure 5 shows the course areas and their number of citations. It can be seen that employer course needs heavily match the job needs cited in Figures 2, 3, and 4 and that Communication Skills head the list in that assessment. The employers indicated that skills in reading, writing, and oral communications were as important as the technical skills usually emphasized in specific occupations.

Figure 5 - Course Training Needs Of Employer Respondents

<u>Course</u>	<u>No. Times Cited</u>
Communication Skills	87
Management and Supervision	62
Secretarial-Clerical	62
Computer Programming	61
Accounting	60
Marketing	44
Computer Operations	40
Mathematics	39
Human Relations	39
Data Processing	36
Word Processing	35
Public Relations	26
Electro-Mechanical Devices	24
Electronic Servicing	22
Drafting	22
Automotive Technology	16
Electricity	13
Economics	12
Mining Operations	12
Nursing	11
Machine Shop Operations	11
Chemistry	11
Welding	11
Heating & A/C	10
Blueprint Reading	9
Horticulture	8
Printing	8
Medical Technology	6
Equipment Maintenance	6
Commercial Art	5
Real Estate	5
Business Administration	5
Elementary Education	5
Surveying	5
Insurance	5
Business Machines	4
Environmental Health	4
Refrigeration	4
Construction Engineering	4
Metal Fabrication	4
Food Preparation	4
Hydraulics	4

Figure 5 - Course Training Needs Of Employer Respondents
(cont'd)

Course training needs with fewer than four citations:

Industrial Instrum. (3)	Technical Writing (2)	Plumbing (2)
Cabinet Making (3)	Criminal Justice (2)	Sewing (2)
Sociology (3)	Landscape Tech (2)	Cost Estimating (1)
Childcare (3)	Logic (2)	Painting (1)
Layout Design (2)	Mental Health (2)	Journalism (1)
Real Estate (2)	Emergency Health Care (2)	Transportation (1)

The employers generally chose two or more DCC or DeKalb Tech unit preferences for their educational/training needs as is shown in Figure 6. It can be seen that part-time efforts account for 77% of the unit preferences, with the Vocational-Technical (part-time evenings) unit heading the list. In Figure 7 unit preferences are shown by occupational category.

Figure 8 summarizes employer time preferences for employer course needs. It can be seen in Figure 8 that only 9% of the employers chose educational/training which could be delivered during the hours before noon.

Figure 5 - Unit Preferences Of Employer Respondents

<u>Units</u>	<u>Times Cited</u>	<u>Percent</u>
Vocational-Technical (part-time evenings)	206	19
Collegiate (part-time day and evenings)	182	17
Vocational-Technical (part-time day)	181	17
Two-Year Programs (Collegiate and Voc-Tech)	140	13
One-Year Programs (Collegiate and Voc-Tech)	109	10
Enrichment Program	107	9
Industrial Services	84	8
JTPA	55	5
College-on-TV	<u>25</u>	<u>2</u>
Totals	1,089	100%

Figure 7 - Unit Preferences Of Employer Responses By
Basic Occupations

Basic Occupations	Part-time Collegiate	Part-time Day Voc-Tech	College- on-TV	Evening Voc-Tech	Enrichment Program	Industrial Services	JTPA	One-Year Programs	Two-Year Programs
Distributive	40	31	2	27	27	10	9	14	14
Health	17	13	2	13	10	6	6	12	15
Technical	15	22	0	25	2	13	5	14	14
Office	16	15	2	23	16	5	5	14	13
Public Service	9	15	4	18	9	3	1	9	13
Service	62	36	13	54	37	23	9	26	36
Trade & Industrial	<u>21</u>	<u>65</u>	<u>4</u>	<u>48</u>	<u>12</u>	<u>30</u>	<u>8</u>	<u>17</u>	<u>20</u>
TOTALS	180	197	27	208	113	90	43	106	125

Figure 8 - Preferred Times For Employer Respondent Course Needs

<u>Time Periods</u>	<u>Times Cited</u>	<u>Percent</u>
Evenings	263	55
Saturdays	113	24
Afternoon	59	12
Before Noon	<u>44</u>	<u>9</u>
Totals	479	100%

The employers indicated that they favored employee referrals and newspaper advertisements to secure new personnel. Figure 9 shows the employment sources used by the employers. DeKalb Tech's Job Placement Office ranks high in this assessment as is corroborated by the more than 18,000 employers who requested assistance from that Office during the past year.

Figures 10, 11, and 12 respectively show the employers' preferred training sites, their location, and employment types. It can be seen that 74% of the employers preferred training sites on campus, 45% were located in Central DeKalb, and 56% were business type employers.

Figure 9 - Employment Sources Preferred By Employer Respondents

<u>Employment Source</u>	<u>Times Cited</u>	<u>Percent</u>
Employee Referrals	273	27
Newspaper Advertisements	265	26
DeKalb Tech's Job Placement	125	12
Other Companies	99	10
Private Employment Agencies	91	9
State Employment Services	88	8.5
Other Postsecondary Schools	73	7
Radio & TV Ads	<u>9</u>	<u>.5</u>
Totals	1,023	100.0%

Figure 10 - Preferred Training Sites Of Employer Respondents

<u>Location</u>	<u>Respondents</u>	<u>Percent</u>
On Campus	285	74
At Work Site	<u>102</u>	<u>26</u>
Totals	387	100%

Figure 11 - Location Of Employer Respondents

<u>County Location</u>	<u>No. Respondents</u>	<u>Percent</u>
Central DeKalb	173	45
North DeKalb	157	40
South DeKalb	<u>57</u>	<u>15</u>
Totals	387	100%

Figure 12 - Type Of Employer Respondents

<u>Type</u>	<u>No. Respondents</u>	<u>Percent</u>
Business	217	56
Industrial	125	32
Government	<u>45</u>	<u>12</u>
Totals	387	100%

Employer Comments

The employers were encouraged to further comment on their specific needs and perspectives as they relate to DCC and DeKalb Tech. Most of the 60 employer comments applauded the institution for conducting this study and projected that it will have residual effects that will better link education with employment in DeKalb County. The employers also praised individual programs known to have provided competent graduates for specific work areas. Prominent among the areas where employers suggested improvements were the following:

1. Better articulation between DeKalb employer needs and the course/topic offerings of DCC and DeKalb Tech.
2. More effective directions which encourage high school students to enroll in studies where job demands are critical and salary benefits are far above average.
3. Better structure for students who choose to work part-time.
4. More emphasis on middle-management training.
5. More emphasis on studies producing good work attitudes and communication skills.
6. More practical applications in all study areas.

Faculty Interviewer Comments

The 40 faculty interviewers were asked to comment on their experiences and interaction with the employers. Most of the interviewers expressed concerns about the time demands made upon them by the on-site visits. A considerable amount of time was

spent in calling and rescheduling visits to busy DeKalb employers. However, the interviewers felt that the visits were worthwhile and helped to promote better employer-education relations. They also helped to substantiate that local employers know very little about DCC and DeKalb Tech. Even employers who serve as public officials in DeKalb County were noted to lack sufficient information about the institution, its mission, and its productive service in the community. The interviewers observed that despite its outstanding reputation in the state and in the region, DCC and DeKalb Tech appear to remain one of the best kept secrets in DeKalb County.

On the other hand, the interviewers gained valuable insight about the world of work in this study. Several interviewers from the liberal arts areas submitted comments which indicated that their perspectives about education-employment articulation were greatly altered, and they concluded that the on-site interviews would influence practical applications in their classrooms. Some interviewers commented that being chosen to participate in this study was a compliment and regarded it as an asset to their professional growth and development.

Interaction between employers and faculty interviewers revealed special needs and concerns which required immediate attention. In anticipation of this condition, a DCC administrator was assigned to receive the special needs and concerns directly from the interviewers. As a result, the interviewers began to report within a day or two after their on-site visits. In turn,

the DCC administrator forthwith relayed the information to the area deemed most capable of addressing the issue. This immediate follow-up response provided information about instructional options that DeKalb employers were not aware of, particularly in Industrial Services, JTPA, and College-on-TV. It also provided first-hand opportunities to address legitimate misconceptions about the institution that were held by some DeKalb employers.

The following items were discussed in this interaction:

1. The assignment of classroom space for pressing employer training needs.
2. The development of workshops for employee-staff improvement.
3. The consideration of courses and new study disciplines which can better address new and emerging technology demands in DeKalb County.
4. The development of liaisons between DeKalb Tech's Job Placement Office and employers who had not been aware of this employment service for students and graduates of DCC and DeKalb Tech.
5. Employer input to the institution's Program of Studies where curriculum innovations were suggested.
6. The development of better public relations.

Methodology - The Students

The basic question of the student portion of this study was: What are the current and projected educational/training needs of part-time DCC and DeKalb Tech students? It was noted that part-time students comprise approximately 70% of the student population. The population was limited to 1,000 Fall Quarter 1984 part-time enrollees randomly selected in direct proportion to their instructional unit numbers. A classroom questionnaire was developed; it was validated by a panel of experts from DCC and DeKalb Tech administration; and it was pilot-tested among three classes of students enrolled full-time.

The Administrative Computing Center randomly selected 1,000 part-time students who were asked to complete the student questionnaire. The Center provided the 1,000 student names, their class loads, and names of their first course instructors during the Fall Quarter of 1984. This procedure designated 310 instructors who were asked to administer the questionnaire to the 1,000 students in their classrooms.

On October 1, 1984 a memorandum from the DCC President and questionnaires were sent to each designated instructor. It requested instructor participation, identified the student(s) who should be asked to complete the questionnaires, and asked for instructors to return the completed questionnaires to the Office of Research and Planning by October 31, 1984.

Results and Discussion - The Students

There were 71 designated instructors who indicated that the

student(s) assigned to them in the study had either withdrawn from their course or had transferred to another course. The remaining 239 instructors returned 580 completed questionnaires, of which 512 had usable responses. Figure 13 shows in numbers and percentages how the 1,000 student population and responses were distributed among the seven DCC and DeKalb Tech units which serve part-time students.

Figure 13 - Unit Responses of Students

<u>Units</u>	<u>Pop. No.</u>	<u>Pop. %</u>	<u>Response No.</u>	<u>Response %</u>
Collegiate (day & eve.)	656	66.1	305	59.6
Voc-Tech (day & eve.)	151	15.0	68	13.3
Adult Education	93	9.0	61	11.8
Enrichment Program	80	8.0	66	12.9
Industrial Services	11	1.0	7	1.4
College-on-TV	7	.7	3	.6
JTPA	<u>2</u>	<u>.2</u>	<u>2</u>	<u>.4</u>
	1,000	100.0%	512	100.0%

The responding students requested 121 courses and topics that were placed in eight categories of study: Arts & Crafts, Business, Information Systems, Health & Human Services, Humanities, Physical Education, Science, and Trade & Industrial/Technology. The categories and number of requests are shown in Figure 14. It can be seen that the Humanities category led the list in student course/topic requests.

Figure 14 - Categories Of Course/Topic Responses

<u>Category</u>	<u>No. Requests</u>	<u>% of Total</u>	<u>No. Courses</u>
1. Humanities	432	31	23
2. Business	409	29	23
3. Information Systems	142	10	7
4. Trade & Industry/ Technology	122	9	24
5. Health & Human Services	85	6	9
6. Science	84	6	10
7. Arts & Crafts	77	5	10
8. Physical Education	<u>50</u>	<u>4</u>	<u>15</u>
TOTALS	1,401	100%	121

The categories are also used to describe student time preferences as shown in Figure 15. It can be seen that Evening and Saturday hours represented 43% of the student time preferences.

Figures 16 and 17 show the residence and sex of the students. These figures indicate that most of the students lived in Central DeKalb County and 60% were female.

Figure 15 - Preferred Times For Student Respondent Course Needs

<u>Category</u>	<u>Before Noon</u>	<u>Afternoon</u>	<u>Evenings</u>	<u>Saturdays</u>
Arts & Craft	26	15	34	3
Business	175	20	180	24
Information Systems	163	26	105	14
Health & Human Services	49	10	20	6
Humanities	139	27	90	10
Physical Education	23	11	13	3
Science	36	19	24	5
Trade & Industry/ Technology	<u>47</u>	<u>18</u>	<u>53</u>	<u>4</u>
TOTALS	658	146	526	69

Figure 16 - Residence Of Student Respondents

<u>Area</u>	<u>No. of Respondents</u>	<u>Percent</u>
Central DeKalb County	129	25
North DeKalb County	120	23
Other	96	19
South DeKalb County	87	17
Gwinnett County	66	13
Rockdale County	<u>13</u>	<u>3</u>
TOTALS	512	100%

Figure 17 - Sex Of Student Respondents

<u>Sex</u>	<u>No. of Respondents</u>	<u>Percent</u>
Female	307	60
Male	<u>205</u>	<u>40</u>
TOTALS	512	100%

Tables 1 through 8 show a description of factor preferences as they relate to course and topic requests of the students. It can be seen in Tables 1 through 8 that factors such as "No. Requests" down through "Age Range" are described for each course or topic request of five or more. Beginning with "Time Preference", the largest percentage for the factor preference is also provided. For example, in Art it can be seen that 40% requested evening hours, 28% requested 5 hours per week, 49% preferred the Enrichment Program unit, and 33% had a second unit preference for collegiate part-time studies.

Table No. 1 - ARTS and CRAFTS

FACTORS	Courses and Topics			
	Art	Music Appreciation	Painting	Water Color
No. Requests	33	15	5	5
Time Preference	40% Evening	40% AM	80% Evening	80% Evening
Weekly Hours Preferred	28% 5	47% 5	20% 5	60% 3
Unit Preference	49% Enrichment	40% College PT	80% Enrichment	80% Enrichment
Second Unit Preference	33% College PT	27% 2 yr. Prog.	20% College PT	20% College PT
Residence	37% North DeKalb	53% Central DeKalb	100% Central DeKalb	80% Central DeKalb
Education Completed	39% HS/GED	53% HS/GED	40% HS/GED	60% HS/GED
Now Enrolled	64% College PT	53% College PT	100% Enrichment	80% Enrichment
Sex	67% Female	53% Female	60% Male	100% Female
Now Attending	46% North	40% Central	60% Off-Campus	60% Off-Campus
Age Range	40% Over 40	54% Under 21	80% Over 40	80% Over 40

Course/Topic requests fewer than 5:

Calligraphy 4

Dance 4

Flower Arrangement 4

Drama 3

Basketweaving 2

Horseback Riding 2

note: PT=part-time

Table No. 2 - BUSINESS

Courses and Topics

FACTORS	Business Admin.	Accounting	Marketing	Word Processing	Typing	Secretarial Skills	Real Estate	Business Law
No. Requests	105	73	38	34	27	14	10	13
Time Preference	49% Evenings	45% AM	58% Evenings	53% Evenings	63% AM	78% AM	40% PM	46% AM
Weekly Hours Preferred	30% 4	30% 5	34% 5	35% 4	18% 3	50% 5	40% 2	38% 5
Unit Preference	30% College PT	43% College PT	52% College PT	24% Tech-PT	44% Tech-PT	37% 1 yr. Prog.	50% Enrichment	54% College PT
Second Unit Preference	24% Enrichment	21% 2 yr. Prog.	29% 2 yr. Prog.	21% College PT	14% 2 yr. Prog.	28% Tech-PT	30% College PT	23% Enrichment
Residence	39% N. DeKalb	29% N. DeKalb	32% C. DeKalb	30% N. DeKalb	34% S. DeKalb	29% N. DeKalb	50% S. DeKalb	23% N. DeKalb
Education Completed	45% HS/GED	37% HS/GED	37% HS/GED	41% HS/GED	41% HS/GED	50% HS/GED	40% HS/GED	38% 1 yr. Coll.
Now Enrolled	68% College PT	63% College PT	92% College PT	35% College PT	52% College PT	43% Tech-PT	70% College PT	69% College PT
Sex	54% Female	52% Male	66% Female	88% Female	85% Female	86% Female	50% Male-Female	62% Female
Now Attending	46% North	37% North	60% North	47% Central	41% Central	28% Central	30% North	38% Central
Age Range	40% 21-30	33% 21-30	66% 21-30	30% Under 21	48% Under 21	65% Under 21	50% 21-30	46% Under 21

(Continued)

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Table No. 2 - BUSINESS (continued)

Courses and Topics

FACTORS	Finance	Principles of Economics	Journalism	Business English	Business Mathematics			
No. Requests	12	24	10	8	8			
Time Preference	75% PM	59% Evenings	80% AM	50% AM	50% AM			
Weekly Hours Preferred	34% 5	34% 4	40% 5	25% 5	25% 5			
Unit Preference	42% College PT	71% College PT	70% College PT	25% Ind. Serv.	50% College PT			
Second Unit Preference	33% Enrichment	13% 2 yr. Prog.	25% Enrichment	13% Tech-PT	38% 2 yr. Prog.			
Residence	33% N. DeKalb	46% N. DeKalb	40% C. DeKalb	37% N. DeKalb	50% N. DeKalb			
Education Completed	42% HS/GED	33% 1 yr. Coll.	50% HS/GED	87% HS/GED	38% HS/GED			
Now Enrolled	75% College PT	88% College PT	100% College PT	62% College PT	63% College PT			
Sex	58% Female	59% Female	50% Male-Female	62% Female	75% Female			
Now Attending	42% North	54% North	60% North	62% Central	63% Central			
Age Range	58% 21-30	33% 21-30	70% Under 21	37% 21-30	50% 21-30			

Course/Topic requests fewer than 5:

Advertising 4
Income Tax Acct. 4
Personnel Devel. 4

Business Machines 3
Investments 3
Legal Terminology 3

Sales 3
Personnel Management 2
Insurance 2

Hotel Management 2

Table No. 3 - INFORMATION SYSTEMS

Courses and Topics				
FACTORS	Computer Science	Data Processing	COBOL	
No. Requests	90	25	13	
Time Preference	45% Evenings	64% AM	61% Evenings	
Weekly Hours Preferred	24% 5	24% 5	46% 5	
Unit Preference	28% College PT	20% 2 yr. Prog.	38% College PT	
Second Unit Preference	26% Enrichment	20% Tech-PT	23% 2 yr. Prog.	
Residence	38% N. DeKalb	36% N. DeKalb	62% C. DeKalb	
Education Completed	32% HS/GED	32% HS/GED	53% Grad. Degree	
Now Enrolled	58% College PT	80% College PT	54% Tech-Eve.	
Sex	60% Female	64% Female	54% Female	
Now Attending	34% Central	44% Central	69% Central	
Age Range	29% 21-30	48% Under 21	92% Under 21	

Course/Topic requests fewer than 5:

PASCAL 4
 Systems Software 4
 FORTRAN 3
 Systems Analyzing 3

Table No. 4 - HEALTH/HUMAN SERVICES

Courses and Topics

FACTORS	Psychology	LPN	Human Growth and Development	Criminal Justice	Career Development			
No. Requests	37	17	7	7	5			
Time Preference	54% AM	76% AM	86% AM	57% Evenings	40% Sat.			
Weekly Hours Preferred	46% 5	35% 5	43% 5	57% 5	40% 3			
Unit Preference	51% College PT	47% 2 yr. Prog.	29% 1 yr. Prog.	71% 2 yr. Prog.	40% Enrichment			
Second Unit Preference	30% 1 yr. Prog.	18% College PT	29% College PT	29% Enrichment	20% JTPA			
Residence	43% N. DeKalb	35% C. DeKalb	57% N. DeKalb	72% C. DeKalb	60% N. DeKalb			
Education Completed	58% HS/GED	41% HS/GED	43% 1 yr. Coll.	100% HS/GED	60% 2 yr. Coll.			
Now Enrolled	82% College PT	59% College PT	57% College PT	72% College PT	60% College PT			
Sex	68% Female	76% Female	100% Female	86% Female	60% Female			
Now Attending	51% Central	59% Central	43% North	86% Central	60% Central			
Age Range	47% Under 21	42% 21-30	57% Under 21	86% Under 21	80% 21-30			

Course/Topic requests fewer than 5:

43

Early Childhood 4
Nutrition 4
Childcare 2
Family/Marriage 2

44

34

Table No. 5 - HUMANITIES

Courses and Topics

FACTORS	Comprehen- sion/ Rhetoric	Mathematics	Western Civilization	Speech	Develop- mental Reading	American Government	ESL	GED
No. Requests	100	84	28	26	26	22	20	20
Time Preference	61% AM	54% AM	57% AM	50% Evenings	66% AM	68% AM	50% AM	100% AM
Weekly Hours Preferred	37% 5	29% 5	39% 5	27% 5	23% 5	45% 5	55% 12	40% 25
Unit Preference	36% College PT	38% College PT	46% College PT	46% College PT	43% Tech-PT	45% College PT	65% College PT	100% Tech-PT
Second Unit Preference	30% 2 yr. Prog.	25% 2 yr. Prog.	21% 2 yr. Prog.	19% Enrichment	19% 2 yr. Prog.	23% 2 yr. Prog.	20% 2 yr. Prog.	none
Residence	34% N. DeKalb	38% N. DeKalb	32% N. DeKalb	35% Rockdale	43% S. DeKalb	27% C. DeKalb	45% C. DeKalb	75% N. DeKalb
Education Completed	57% HS/GED	50% HS/GED	64% HS/GED	46% HS/GED	43% HS/GED	54% HS/GED	25% Less HS	80% Less HS
Now Enrolled	66% College PT	75% College PT	75% College PT	69% College PT	62% College PT	81% College PT	90% Adult Ed.	80% College PT
Sex	58% Female	57% Female	57% Male	62% Female	57% Female	55% Male	65% Male	85% Male
Now Attending	37% Central	43% Central	39% Central	35% Central	39% Tech-PT	55% Central	85% Off-Campus	70% North
Age Range	37% Under 21	71% 21-30	46% Under 21	42% Under 21	43% 21-30	55% Under 21	50% 21-30	45% Under 21

Table No. 5 - HUMANITIES
(continued)

Courses and Topics

FACTORS	Sociology	Calculus	American Literature	Philosophy	French	Developmental Mathematics	US History	Spanish
No. Requests	19	18	12	9	8	7	6	6
Time Preference	47% AM	50% AM	50% AM	45% Evening	50% Evening	43% Evening	100% AM	67% AM
Weekly Hours Preferred	37% 5	67% 5	42% 5	34% 5	39% 5	86% 5	67% 4	33% 4
Unit Preference	37% College PT	50% College PT	67% College PT	45% College PT	38% College PT	57% College PT	50% College PT	50% College PT
Second Unit Preference	31% 2 yr. Prog.	28% 2 yr. Prog.	17% Enrichment	22% 2 yr. Prog.	25% 2 yr. Prog.	29% Enrichment	33% 2 yr. Prog.	33% Enrichment
Residence	37% C. DeKalb	39% C. DeKalb	42% N. DeKalb	45% N. DeKalb	38% N. DeKalb	29% N. DeKalb	50% N. DeKalb	50% N. DeKalb
Education Completed	42% HS/GED	44% HS/GED	59% HS/GED	34% 2 yr. Coll.	50% HS/GED	71% HS/GED	67% HS/GED	33% Grad. Degree
Now Enrolled	68% College PT	72% College PT	100% College PT	78% College PT	75% College PT	72% College PT	67% College PT	67% College PT
Sex	74% Female	67% Male	75% Female	67% Female	50% Female	57% Female	67% Male	50% Male
Now Attending	50% Central	39% North	42% North	67% North	50% Central	43% Central	67% North	67% North
Age Range	53% 21-30	61% Under 21	58% Under 21	33% 21-30	50% 21-30	71% 21-30	67% Under 21	50% Over 40

Course/Topic requests fewer than 5:

German 4
Sign Language 4
Statistics 4

Decision Math 3
Italian 2
Logic 2

World Religion 2

Table No. 6 - PHYSICAL EDUCATION

FACTORS	Courses and Topics		
	General Fitness	Tennis	Aerobics
No. Requests	20	9	5
Time Preference	60% AM	33% PM	40% Evenings
Weekly Hours Preferred	45% 2	44% 2	60% 2
Unit Preference	35% College PT	56% Enrichment	60% Enrichment
Second Unit Preference	30% 2 yr. Prog.	44% College PT	20% 2 yr. Prog.
Residence	40% C. DeKalb	44% N. DeKalb	40% C. DeKalb
Education Completed	60% HS/GED	44% HS/GED	40% HS/GED
Now Enrolled	75% College PT	44% College PT	40% College PT
Sex	60% Female	56% Female	80% Female
Now Attending	45% Central	33% Central	60% Central
Age Range	65% Under 21	44% Under 21	40% Under 21

Course/Topic requests fewer than 5:

Racquetball 4
Skiing 3
Swimming 2
Bowling 2
Fencing 2

Table No. 7 - SCIENCE

FACTORS	Courses and Topics			
	Biology	Chemistry	Physics	
No. Requests	37	16	10	
Time Preference	62% AM	44% AM	70% Evenings	
Weekly Hours Preferred	49% 5	38% 5	80% 5	
Unit Preference	51% College PT	38% College PT	30% College-on-TV	
Second Unit Preference	30% 2 yr. Prog.	19% 2 yr. Prog.	30% College PT	
Residence	38% N. DeKalb	25% Gwinnett	40% C. DeKalb	
Education Completed	44% HS/GED	44% HS/GED	50% 1 yr. Coll.	
Now Enrolled	76% College PT	62% College PT	90% College PT	
Sex	76% Female	50% Male-Female	80% Male	
Now Attending	51% Central	57% Central	80% Central	
Age Range	49% 21-30	50% 21-30	70% 21-30	

Course/Topic requests fewer than 5:

Botany 4
 Anthropology 3
 Astronomy 3
 Geography 3
 Geology 3
 Horticulture 3
 Pharmacology 2

Table No. 8 - TRADE and INDUSTRIAL/TECHNOLOGY

Courses and Topics

FACTORS	Auto Mechanics	Electronics	Interior Decorating/ Design	Fashion Design	Photography	Electricity	Cosmetology	Landscaping
No. Requests	17	16	10	8	8	7	5	5
Time Preference	65% AM	56% AM	100% Evenings	75% AM	38% PM	100% PM	60% AM	100% PM
Weekly Hours Preferred	18% 12	32% 5	100% 4	37% 5	38% 5	29% 5	60% 5	80% 10
Unit Preference	41% Tech-Eve	32% Tech-PT	80% 1 yr. Prog.	37% 1 yr. Prog.	50% Enrichment	43% 1 yr. Prog.	40% 1 yr. Prog.	80% 1 yr. Prog.
Second Unit Preference	12% 2 yr. Prog.	25% College PT	40% Enrichment	25% Enrichment	25% 1 yr. Prog.	29% Tech-Eve.	20% Tech-PT	20% Tech-Eve.
Residence	29% N. DeKalb	32% C. DeKalb	40% C. DeKalb	50% Gwinnett	38% N. DeKalb	43% C. DeKalb	40% S. DeKalb	80% N. DeKalb
Education Completed	41% HS/GED	56% HS/GED	100% 1 yr. Coll.	50% HS/GED	63% HS/GED	57% HS/GED	40% Less HS	80% 1 yr. Coll.
Now Enrolled	35% College PT	56% College PT	80% Enrichment	87% College PT	38% JTPA	43% Tech-Eve.	60% College PT	80% Ind. Serv.
Sex	92% Male	88% Male	80% Male	87% Male	63% Female	86% Male	80% Female	100% Male
Now Attending	29% Central	50% Central	60% Central	63% Central	50% Central	43% South	40% South	100% Central
Age Range	47% 21-30	56% 21-30	60% Over 40	37% 21-30	37% 21-30	57% 21-30	60% 21-30	80% 21-30

Course/Topic requests fewer than 5:

Aviation 4
Drafting 4
Tailoring 4

Blueprint Reading 3
Catering 3
Commercial Art 3

Construction Estimating 3
Graphic Arts 3
Heating/AC 3

JTPA 3
Surveying 3
Transportation 3

Welding 3
CNC Milling 2
Printing 2

Student Comments

Thirty-eight students submitted comments which were centered around course choices and course registration. The students asked for a wider selection of courses that could be offered in a variety of time periods, and made available at several campus locations. They asked for a more efficient registration procedure with mail and telephone options. They also asked that better tutorial services be established. The students were mostly complimentary to DCC and DeKalb Tech, and their comments indicate that DeKalb students perceive their education and training as viable steps towards gainful employment and useful citizenship.

Conclusions and Recommendations

The findings of this study indicate that computers and automation will continue to influence areas of job growth and development in DeKalb County. Nearly all DeKalb employers interviewed in this study reported that their operations were computerized and automated. Others reported that they had plans for such improvements in the near future. In line with these considerations, the educational/training needs of DeKalb employers and students heavily emphasized skills in areas related to computer operations, computer programming, and service automation. This finding substantiates the impact of computer technology in the workplace and indicates that DeKalb students are in step with DeKalb employers as they asked for similar structure and innovations better serving these needs.

Job growth and development noted in this study reflects the

establishment of 38 new firms in DeKalb County during the past year and represents the "tip of the iceberg" in a national employment upturn. Evidence is mounting that the nation will continue to have new jobs created at a phenomenal rate. Despite double-digit unemployment figures in some regions, there were four million new jobs created in 1983, four million in 1984, and three million are expected to be created in 1985. Even if the nation's job growth rate for 1985 is more conservative at only two million, Naisbitt (January, 1985) claims that there will still be more jobs than there will be qualified people to fill them.

In DeKalb County, where the unemployment rate is considerably lower than in most parts of the nation, job growth and development present an even greater challenge. DCC and DeKalb Tech can help to meet that challenge by establishing more viable education-employer partnerships at corporate levels as well as at division and department levels. DCC and DeKalb Tech must initiate structure which better merges efforts among business and industry, local government, and education. These efforts should coordinate community services and enhance human resource development in the institution's service delivery area.

Marketing of the institution is a vital step in meeting this challenge. Faculty interviewers' perception that DCC and DeKalb Tech are not highly visible among DeKalb employers is noteworthy and emphasizes mythical conceptions that "good" educational institutions do not need marketing. The most successful postsecondary institutions are noted to have established sophisticated marketing programs which utilize innovative approaches made by trained

public relations personnel. It is recommended that expanded efforts be made for publicizing the educational achievements, contributions, and curriculum improvements of the institution.

The unique methodology in the employer portion of this study lends further credence to marketing as an effective tool for better serving the educational/training needs of the community. Employers applauded the survey for "bringing out the troops" for product information dissemination. Faculty interviewers welcomed the opportunity to explain their Program of Studies and to clarify important issues and misconceptions about the institution. The methodology stimulated the institution's internal human resources; it challenged faculty to be involved in the process of image building; and it provided an interview instrument based upon a concise set of self-directed marketing questions. Based upon the value of this interaction between DeKalb employers and faculty interviewers, it is recommended that this study be replicated with regular intervals which do not exceed five years.

The short-term educational/training needs of DeKalb employers and students appear to favor studies offered in the evening and Saturday hours. Employer and student preferences for studies offered during those hours confirms other studies which recommend a shift in the curriculum emphasis for postsecondary education. In DeKalb County, these preferences are marked by employer concerns to keep DeKalb working and also by student commitments to employment as they pursue further training.

The preference for units and structure which promotes part-time education and training during all times of the day, evening, and Saturday hours corroborates the findings of "The DeKalb Tech Retention Study" (Johnson, 1984). That study, wherein 378 DeKalb Tech non-persisters were interviewed, showed an increasing student preference for part-time efforts which could be made to obtain full program and degree credentials. Like proprietary schools which readily adjust to such preferences, DCC and DeKalb Tech should move to accommodate these conditions.

Employer and student course requests stressed skills in the area of basic communications as well as in the technologies. The employers thereby emphasized that the efficacy of postsecondary education and training is less questioned in technical studies, where results are easily measured, and more questioned in studies where communications are crucial. Employer needs in non-technical areas favored courses developing skills in: (1) basic communications, (2) management and supervision, (3) mathematics, and (4) human relations. Student course needs matched this assessment as business administration, comprehension and rhetoric, and mathematics led the list in courses requested by students.

Employers and students displayed a lack of knowledge about program options such as those found in the Enrichment Program, JTPA, and College-on-TV. Although these programs have had good measures of success, their potential has not been fully tapped by the community that they have been designed to serve. It is concluded that employers and students, who in this study asked for

program options and diversification, should be better informed about the ability of existing programs to provide specific and unique educational/training at costs which are nominal.

In summary, the recommendations emerging from this study are as follows:

1. The establishment of more effective partnerships providing for improved human resource development.
2. Expanded marketing of DCC and DeKalb Tech's ability to serve the needs of the community.
3. Continued development of a Program of Studies which recognizes employer and student preferences, particularly in part-time efforts, and in developing skills useful for computer technology and service automation.
4. Increased emphasis on skills which support technical functions, such as those noted in communications, management, mathematics, and business administration.
5. Better dissemination of information showing how DCC and DeKalb Tech can provide for specific and unique educational/training needs.
6. Periodic replication of this study with intervals not to exceed five years.

This study has the potential to inform the community about the full spectrum of courses and topics available at DCC and DeKalb Tech. It identified the preferred courses, instructional units, and the preferences of both employers and students. It

prioritized the needs of DeKalb constituents and set forth recommendations which could stimulate enrollment. More importantly, it promoted interaction between the private and public sectors to facilitate the delivery of postsecondary instruction most beneficial to the economic well-being of DeKalb County.

References

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DeKalb County Employer Participants

1. A-1 Blister Forming Inc.
2. A A A Lawn Industries
3. A A Progressive School System
4. Aamco Transmissions
5. Acme Carpet & Drapery
6. Adair Security Enterprises
7. Advance Engineering Inc.
8. Agnes Scott College
9. Akin & Flanders, Inc.
10. Alan's of Atlanta, Inc.
11. All Phase International
12. Allen Precision Equipment
13. Allied Plastics
14. Allied Printers Ink Co.
15. Almand, Joe, Inc.
16. Alvin Lee Co.
17. Alvin's Camera of Atlanta
18. American Air Filters
19. American Alloy Steel Inc.
20. American Cyanamid Co.
21. American Duct Systems
& Supplies
22. American Medical International
23. American Mutual Insurance Co.
24. American Red Cross
25. American Service Company
& Supply Corp.
26. American Telephone
& Telegraph Co.
27. American Health Care Center
28. Amp Electric, Inc.
29. Anthony Advertising
30. Apex System Plastics Inc.
31. Apollo Heating & A/C, Inc.
32. A R A Services Inc.
33. Arby's Restaurant
34. Archer Electric Co.
35. Armco
36. Art Marble & Stone Co. Inc.
37. Artype Printing
38. Atlanta Beverage Co.
39. Atlanta Bias Fabrics Inc.
40. Atlanta Brake & Alignment
41. Atlanta Business
Communications
42. Atlanta Dental Supply
43. Atlanta Duct Systems
& Supplies
44. Atlanta Fork Lift Inc.
45. Atlanta Gas Light Co.
46. Atlanta Fixture
& Sales Co. Inc.
47. Atlanta Medical Supply
48. Atlas Flags Inc.
49. Audichron, Inc.
50. B.H. Birdsong & Associates
51. Bank Building Corporation
52. Bank South
53. Banner Ford
54. Barron Inc.
55. Bennett & Pless, Inc.
56. Bennett Brother's Printing
57. Bon Building Services
58. Bostrom Brady
Surveying Inst.
59. Brainard-Kilman Drill Co.
60. Briarcliff Haven
Nursing Home
61. Burger King Restaurants
62. Burroughs Corporation
63. Business Travel, Inc.
64. Cameron Roberts
Insurance Co.
65. Canterbury Engineering, Inc.
66. Carither's, Wallace,
Courtenay, Inc.
67. Capital City Machine Shop
68. Capital City Equipment
69. Carrier Corporation
70. Century 21, Hughes
& Hughes Properties
71. Chamblee Police
72. Chandler Machinery Co. Inc.
73. Chapel Hill Harvester
Church
74. Charter Peachford
75. Chegner's Bar Grill
76. Chemlawn Service Corp.
77. Choates Exxon
78. Chromatics, Inc.
79. Citizens & Southern Banks
80. City of Decatur
81. City of Chamblee
82. Claimsman, Inc.
83. Clark Harrison Co.
84. Clarkston Animal Hospital
85. Cloth World
86. Coldwell Bankers
87. College Book & Supply
88. Commercial Cold Storage
89. Commercial Communication Inc.
90. Comucom Inc.
91. Computer Generation Inc.
92. Container Corp. of America

93. Corrosion Specialties
94. Cottingham, C. Company
95. Courier Dispatch
96. Cox Cable
97. Cracker Barrel
Old Country Store
98. Credit Bureau, Inc.
99. Crump & Company
100. Crystal Cubes of Atlanta
101. D-Squared Products Corp.
102. Danver's Restaurant
103. Decatek, Inc.
104. Decatur Federal Savings
105. Decatur, Inc.
106. Decatur News
Publishing Co. Inc.
107. Decatur Public Schools
108. Decatur Travel Agency
109. Deardorff, Tom Associates
110. DeKalb Atlanta Ltd.
111. DeKalb County Government
112. DeKalb County Health Dept.
113. DeKalb County Home
Health Services
114. DeKalb County School System
115. DeKalb Crime
Prevention (Thor)
116. DeKalb Farmer's Market
117. DeKalb Federal
Savings & Loan
118. DeKalb General Hospital
119. DeKalb Merit System
120. DeKalb Musician Supply
121. DeKalb Neighbor
122. DeKalb Planning Dept.
123. Denny's Restaurant
124. DeKalb Private
Industry Council
125. Del Taco
126. Deluxe Check Printers
127. Dinkler Belvedere Hotel
128. Diversey-Wyandotte Div.
129. Dixie Power Systems
130. Doctor's Hospital
131. Dominey Burnette
Underwriters
132. Domino's Pizza
133. E I DuPont De Nemours
and Company
134. Easter-State Farm Insurance
Agency
135. El Chicos
136. Ellman's Discount Store
137. Emory University
138. Embasco Services, Inc.
139. Epp's Air Service Inc.
140. Everybody's Inc.
141. Factory Mutual
Engineering Assoc.
142. Falcon Insurance
143. Fernbank Science Center
144. First Georgia Bank
145. First National Bank of
DeKalb County
146. Flash Graphics
147. Flexible Metal Hose Co.
148. Folk Inc. (Po Folks)
149. Ford Motor Div.
150. Forever Green Lawncare
151. Frito Lay, Inc.
152. Fuddrucker's Inc.
153. General Cable Co.
154. General Electric Company
155. General Electric
Credit Corp.
156. General Hydraulic Co.
157. General Motors Corp.
158. George A. Hormel & Co.
159. Georgia Auto Paint & Supply
160. Georgia Department of Human
Resources/Vocational
Rehabilitation
161. Georgia Health Care Assoc.
162. Georgia Marble Co.
163. Georgia Power Co.
164. Georgia Regional Hospital
165. Georgia Retardation Center
166. German Motor Works, Ltd.
167. Glenwood Manor
168. Gold Kist Inc.
169. Goodyear Tire & Rubber Co.
170. Gourmet Concepts
International Inc.
171. Griffith Laboratories U.S.A.
172. Guest Quarters Hotels
173. Habasit Belting Co.
174. Handleman Co.
175. Handler Textiles Corp.
176. Handyman Pest Control
177. Hanson Buick
178. Harrison Conference Service
179. Health Care Association
180. Higdon Construction Co.
181. Hill Fister
Engineering Inc.
182. Hills Pharmacy
183. Hitachi America Ltd.
184. Hix Green Buick

185. Holt Lloyd Corp.
186. Home Appliance
187. Honeywell Serviceline Center
188. Horne R.R. & Co. Inc.
189. Houlihans Restaurant
190. Howard Johnson Restaurants
191. Indian Creek Answering Service
192. I & D Inc.
193. Industial Design Assoc.
194. IPD Atlanta Printing & Distribution Co.
195. Insect-O-Cutor Inc.
196. International Business Machines
197. International Insurance Company
198. International Paper Co.
199. ITE Electrical Products Co.
200. Jack Duncan Company
201. J.C. Penney Company
202. Jim Ellis Volkswagen Inc.
203. John Harland Corp.
204. Junior League of DeKalb County
205. Katherine Bailey Composition
206. Kelly Services
207. Kensington Square Office Park
208. Kentex Die Cutters
209. Kentucky Fried Chicken
210. Key Four, Inc.
211. Kliklok Corp.
212. Kopper's Co.
213. Kroger Corporate Offices
214. Lanham Machinery
215. Lane Limited
216. Lanier Business Products
217. Larson Wire
218. L & B Construction co.
219. L.B. Foster Co.
220. Lee Klan Assoc.
221. Leggett Motor Rebuilding Co.
222. Leiphart Chevrolet Inc.
223. Lerner Shops
224. Lewis Insurance Agency
225. Lift Atlanta Inc.
226. Loehmann's Women's Apparel
227. Loral Electronics Systems
228. Lowe Glass Co. Inc.
229. Management Controls Methods Inc.
230. Management Service American Inc.
231. Mann Industrial Corp.
232. Manpower, Inc.
233. Marbut, Evan L. & Associates
234. Market Chevrolet
235. Marshalls Dept. Stores
236. Marriott Hotels
237. Martin Sprockett & Gear
238. Master Building Services
239. Mathis Dairies
240. Maud Baker Flower Shoppe, Inc.
241. McCurdy & Chandler Law Firm
242. McDonald Franchise System
243. McDonald's Restaurants
244. McKenney's Inc.
245. Megas-Georgia Inc.
246. Merle Norman Cosmetics
247. Metropolitan Life Insurance Co.
248. Mil-Tech Inc.
249. Mitchell Motors, Inc.
250. Mordt, Davis & Company
251. Morrison's Cafeteria
252. Mortgage South Corp.
253. Mr. Quick Copy & Printing
254. Nalley Motor Trucks, Inc.
255. National Bank of Georgia
256. National Data Corp.
257. National Engines & Parts
258. Nationwide Auto Parts
259. Neal Pope Ford, Inc.
260. Northside Blueprint & Supply
261. Northwoods Montessori Center
262. Oakhurst Community Health Center
263. Oglethorpe Power Corp.
264. Ohio Sealy Mattress Manufacturing
265. Old Hickory House Restaurants
266. On Line Software
267. Pace Construction Corp.
268. Pacific Saw & Knife Co.
269. Paper Recycling Inc.
270. Partitions, Inc.
271. Patillo Construction Co.
272. Patterson Engineering
273. Peachtree Trane A/C
274. Perimeter Mall, Inc. Ltd.
275. Phoenix Printing Inc.
276. Physicians Laboratory Ltd.
277. Piccadilly Cafeteria

278. Pike's Nursery
279. Ponce De Leon Ford Tractor Co.
280. Preferred Insurance Agency
281. Presidential Financial Underwriters
282. Prime Properties, Ltd.
283. Processing Equipment & Machinery
284. Purcell Consulting Associates
285. Quick Flight Stair Co.
286. Radisson Olympic Inn
287. Raffles Restaurant
288. Ragsdale, Wilson, & Wills Inc.
289. Realconn, Inc.
290. Red Lobster Restaurants
291. Reed Industries
292. Reliance Electric Co.
293. Repro Services, Inc.
294. Resource Systems, Inc.
295. Rhodes, Young, & Assoc.
296. Rich's Department Stores
297. Rich's Distribution Centers
298. Richway Stores
299. Ridge Inc.
300. Risk Management Consultants
301. Roberts Construction Co.
302. R. O. H. Corporation
303. Royal Oldsmobile Co.
304. Royer Realty
305. Safeguard Business Systems, Inc.
306. Sam's Heating & A/C
307. Sara Burden Temporary Staffing Inc.
308. Savin Corp.
309. Schaffstall & Heath CPA's
310. Scientific Atlanta Inc.
311. Scott-Foresman & Co.
312. Senco Southeast, Inc.
313. Shop'n Check, Inc.
314. S. H. S. Equipment Sales & Lease
315. Siler & Jonap Atty.
316. S. K. B. Lawn Industries, Inc.
317. Simon's Eastern Co.
318. Simmons USA
319. Sim's Radiator
320. Singer Furniture
321. Southern Bell Telephone Co.
322. Southern Industrial Refrigeration
323. Southern Lincoln Mercury
324. Southern Metalcraft
325. Southern National Bank
326. Southern Opportunities
327. Southern Snacks
328. Spacewall, Inc.
329. Spencer & Spencer Assoc.
330. St. Paul Fire & Marine Insurance
331. Starcrest Nursing Home
332. State Farm Insurance
333. Stone Container Corp.
334. Stone Mountain Emergency Clinic
335. Stone Mountain Inn
336. Stone Mountain Memorial Association
337. Stone Mountain Muffler & Brake
338. Stratoflex, Inc.
339. Sunkist Soft Drinks Inc.
340. Superior Ambulance Service
341. Suzanna's Kitchen Inc.
342. Swan Services, Inc.
343. T & B Scottdale Contractors
344. T-Graphics
345. Taps
346. Tarpley & Underwood CPA
347. Team Temporaries, Inc.
348. Technical Specialties Corp.
349. Teters Floral Products
350. The Ceco Corporation
351. The Dow Chemical Co.
352. The Foxboro Co.
353. The Howland Co.
354. The Southern Co.
355. The Speed Check Conveyor Co.
356. The Woodman Co. Inc.
357. T M C Construction Co.
358. Thermo Materials Corp.
359. Thompson Industries Inc.
360. Transcontinental Gas Pipe Line Corp.
361. Transtar Industries
362. Triangle Publications Inc.
363. Trust Company Bank
364. Tucker Federal Savings & Loan Association
365. Tucker Nursing Center
366. U.S. Army Recruiting
367. U.S. Dept. of Health & Human Services
368. U.S. Dept. of Labor; O.S.H.A.

- 369. U.S. Internal Revenue Service
- 370. U.S. Postal Service
- 371. U.S. Treasury Bureau
of Alcohol, Tobacco, Firearms
- 372. Union Carbide Corporation
- 373. Union Oil Co.
of California
- 374. Veterans Medical
Center-Administration
- 375. Vi-Mac, Inc.
- 376. Video Display Corp.
- 377. Vulcan Materials
- 378. Waffle House Restaurants
- 379. Webb-Skills & Associates
- 380. Weeks, Candler, Sams,
Weatherly & Shinall, PC
- 381. Wendy's Restaurants
- 382. Wesley International Corp.
- 383. White's Super Saver Foods
- 384. Wikoff Color Corp.
- 385. Winn Dixie Atlanta, Inc.
- 386. Zachary & Seagraves
- 387. Zayre's Inc.

OFFICE OF THE PRESIDENT

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MEMORANDUM

TO: Tom Ahearn, Beryle Baker, Erika Boardman, Jennelle Brooks, Rose Clark, Dick Clow, Jeanne Creech, Carol Dana, Craig Divisio, Ed Domaleski, Jean Feldman, Scott Foust, Deloris Gaddie, Dick Grimes, Norm Hollingsworth, Becky Hudson, Doug Hutchens, Jerry Kicklighter, Bob Martin, Lynette Mathews, Doug McCullough, Betty Melson, John Michael, Pat Nash-Smith, Carl Osborne, Claire Pierce, Sidney Rabsatt, Jim Rogers, Barney Simms, Billie Simpson, Harry Smythe, Claudia Stokes, Ann Sporborg, Jimmy Stewart, Larry Teems, Julian Wade, Tom Weatherly, Gus Winchester, Carolyn Wierson, Pat York

FROM: Marvin Cole *Marvin*

DATE: July 30, 1984

RE: Needs Assessment Survey

Under the direction of Dr. Berman Johnson, Office of Research and Planning, DeKalb Community College is embarking upon a county-wide needs assessment for business, industry, labor, and students. This study, the first of its kind in DeKalb County, will provide a precise dimension of county post-secondary needs with specific directions for all units of the College.

Your help is needed in making this study a success. Instead of mailing questionnaires, we are asking each of you to volunteer your services as interviewers to ten assigned DeKalb County employers. If you agree to participate in this study, you will be asked to personally contact and ask employers fourteen questions related to their needs at DeKalb Community College. You will also be asked to attend an hour-long interview training session in September; the interviews will be scheduled during fall and winter quarters. Dr. Johnson will handle all phases of the needs assessment, and will be contacting you further on this matter.

This is an excellent opportunity for you to be personally involved with the public who provide our financial support, and can greatly enhance our image in the community. Please join in making this needs assessment representative of the best efforts of DeKalb Community College.

Please contact Dr. Johnson's office at 299-4073 and advise whether you will be able to participate in this needs assessment.

Thank you in advance for your cooperation.

MMC/km

cc: Dr. Berman Johnson

DEKALB COMMUNITY COLLEGE



The Forty Faculty Interviewers

Thomas R. Ahearn
Counseling

Beryle I. Baker
Counseling

Rita K. Bass
Job Placement

Frederick L. Benbow
Job Placement, JTPA

Erika G. Boardman
Business Administration

Jenelle M. Brooks
Business Administration

Rose V. Clark
Business & Office Technology

Richard B. Clow
History

Jeanne W. Creech
Drama-Speech

Carol Dana
English

Charles W. Davis
English

Jean R. Feldman
Early Childhood Paraprofessional

C. Scott Foust
Marketing Management

Deloris H. Gaddie
Business & Office Technology

Richard A. Grimes
Business Administration

C. Norman Hollingsworth
Business Administration

Rebecca D. Hudson
Business Administration

Douglas L. Hutchens
Economics

Robert G. Martin
Telecourses

Lynette M. Mathews
Mechanical Engineering
Technology

Charles D. McCullough
History

Dorothy "Betty" M. Melson
Business Administration

John W. Michael, Jr.
Mathematics

Pat Nash-Smith
Business Education

Claire D. Pierce
Mathematics

J. Randy Pierce
Joint Enrollment Services

Sidney Rabsatt
Data Processing Technology

Jim Williams Rogers
Psychology

Barney Simms
Centralized Processing

Bill R. Simpson
Business Administration

Harry C. Smythe, Jr.
Business Administration

Jimmy A. Stewart
Landscape Technology

Claudia H. Stokes
Developmental Communications

J. Larry Teems
Work Skills Evaluator

Julian P. Wade, Jr.
Data Processing Technology

Thomas J. Weatherly, Jr.
Human Relations

Joyce Wessel
Career Development

Carolyn H. Wiersen
Counseling

Carol I. Yaeger
Foreign Languages

Patricia W. York
Reading



CENTRAL CAMPUS
 1450 Peachtree Creek Drive
 Atlanta, Georgia 30301
 (404) 279-4000

NORTH CAMPUS
 2700 Peachtree Avenue
 Atlanta, Georgia 30318
 (404) 763-3300

SOUTH CAMPUS
 1251 Springdale Road
 Atlanta, Georgia 30034
 (404) 443-3600

DeKalb Community College and DeKalb Area Vocational Technical School are conducting a survey of DeKalb County employers in an effort to match DeKalb's educational offerings to the specific needs of the work environment.

Please join us in this project. You may do so by placing a check mark in the space provided below and returning this letter in the enclosed, self-addressed envelope. A DeKalb College faculty member will then contact you for a ten minute interview, arranged at your convenience, which will help the College determine your employees' educational and training needs.

Thank you for your cooperation. We look forward to serving you better as a result of this needs assessment.

Sincerely,

Elizabeth Andrews

Elizabeth Andrews, Chairman
 DeKalb County Board of Education

Robert R. Freeman

Robert R. Freeman, Superintendent
 DeKalb County School System

Marvin M. Cole

Marvin M. Cole, President
 DeKalb Community College

___YES, I WILL PARTICIPATE IN THE SURVEY.



750 Commerce Drive • Suite 201 • Decatur, GA 30030
(404) 378-8000

October 29, 1984

Dear Chamber Member:

DeKalb Community College and DeKalb Area Vocational Technical School represent a prominent resource for our business community.

In an effort to better serve the community, they are undertaking a needs assessment study for future programming direction. Your willingness to participate in the study will provide them with a meaningful cross-section response from our private sector.

A quest for excellence in education has served our community well in the past, and will continue to pay dividends in the future.

In behalf of the Chamber, I thank you in advance for your cooperation.

Very truly yours,

A handwritten signature in cursive script, appearing to read 'Sid Johnson'.

Albert Sidney Johnson
President

ASJ:vf

The DeKalb County BILS Needs Assessment Employer Questionnaire

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DCC Interviewer:

Date of Interview:

Name of Employer:

Interviewee:

1. For what basic occupations does your company provide employment?

(☐) Distributive

(☐) Public Service

(☐) Health

(☐) Service

(☐) Technical

(☐) Trade & Industrial

(☐) Office

(☐) Other _____ (please specify)

2. What job positions in your company are expected to reflect areas of growth within the next five years?

3. What job positions in your company are expected to be modified or eliminated within the next five years?

4. What job positions have educational/training needs (requiring less than B.S. degree) which are most pressing in your company?

5. What courses and topics beyond the high school level are most appropriate for your company's present training needs?

6. What courses should DeKalb Community College emphasize to help meet the needs of your company's areas of growth?

7. Which DeKalb Community College units appear to provide courses and services most appropriate for your company's training needs?

- ☐ Part-time Collegiate: collegiate efforts less than 12 quarter credit hours.
- ☐ Part-time Voc-Tech: daytime DeKalb Tech efforts less than 11 quarter credit hours.
- ☐ College on TV: instruction provided through public television.
- ☐ Evening Voc-Tech: DeKalb Tech training for preparatory/upgrading purposes.
- ☐ Enrichment Program: continuing education for personal/professional growth.
- ☐ Industrial Services: tailor-made courses for a specific employer need.
- ☐ JTPA Program: Job Training Partnership Act courses.
- ☐ One-year Programs: diploma career preparation for job market entry.
- ☐ Two-year Programs: diploma/degree career preparation for job market entry.

8. Where would your company prefer that the courses be taught?

- ☐ On Campus
- ☐ On Your Work Site
- ☐ Other _____ (please specify)

9. What are your company's preferred times for the courses?

- ☐ Before Noon
- ☐ After Noon
- ☐ Evenings
- ☐ Saturdays

10. What sources do you use to fill vacant positions in your company?

- ☐ DeKalb Tech's Job Placement Office
- ☐ Other postsecondary Institutions
- ☐ Other companies
- ☐ Private employment agencies
- ☐ State employment services
- ☐ Newspaper ads
- ☐ Employee referrals
- ☐ Radio and TV Advertisements
- ☐ Other _____ (please specify)

11. Type of Employer:

- ☐ Industrial
- ☐ Non-Industrial (Business)
- ☐ Government

12. Company Location:

- ☐ North DeKalb: north of LaVista Rd.
- ☐ Central DeKalb: between LaVista Rd. and Memorial Dr.-Covington Hwy.
- ☐ South DeKalb: south of Memorial Dr.-Covington Hwy.

13. Additional interviewee comments: _____

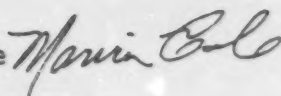
OFFICE OF THE PRESIDENT

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MEMORANDUM

TO:

FROM: Marvin Cole



DATE: October 31, 1984

RE: The DeKalb County Business, Industry, Labor, Students
(BILS) Needs Assessment Student Questionnaire

Under the direction of Dr. Berman Johnson, Office of Research and Planning, DeKalb Community College is embarking upon a county-wide needs assessment for business, industry, labor, and students. This study is the first of its kind in DeKalb County, and will provide a precise dimension of county post-secondary needs, with specific directions for all units of the College.

Your help is needed in making this study a success. Dr. Johnson has identified a random selection of DCC students to participate in the study. Listed below are the students under your supervision who are asked to participate.

Would you please ask all students named to complete the responses to the enclosed Student Questionnaire and return it to you, and ask for their cooperation in getting it back to you within twenty-four hours. Student directions are provided on the front of the questionnaire, and it can be completed in ten minutes. Please return the completed questionnaire(s) to Dr. Johnson at the Office of Research and Planning, Central Campus, by November 23, 1984. Dr. Johnson's phone is 299-4073.

Thank you for your cooperation in this effort to serve the educational and training needs of our students more appropriately.

DEKALB COMMUNITY COLLEGE



The DeKalb County BILS Needs Assessment Student Questionnaire

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DeKalb Community College is seeking to better identify the course and training topic needs of students. Without disclosing your name, you can contribute to this effort by describing your future educational needs at DeKalb.

In the spaces provided below please submit information on new or existing courses and topics that you would like to take at DeKalb during the next two years. Thanks for your cooperation.

I am interested in the following: Courses or Topics	Preferred Time				Number of Weekly Class Hours Preferred	Preferred Program Unit Number
	Before Noon	After Noon	Evenings	Saturdays	(See Unit Number Definitions below)	

UNIT DEFINITIONS

1. Part-time Collegiate: collegiate efforts less than 12 quarter credit hours.
2. Part-time Voc-Tech: daytime DeKalb Tech efforts less than 11 quarter credit hours.
3. College on TV: instruction provided through public television.
4. Evening Voc-Tech: DeKalb Tech training for preparatory/upgrading purposes.
5. Enrichment Program: continuing education for personal/professional growth.
6. Industrial Services: tailor-made courses for a specific employer need.
7. JTPA Program: Job Training Partnership Act courses.
8. One-year Programs: diploma career preparation for job market entry.
9. Two-year Programs: diploma/degree career preparation for job market entry.

(over)

• In the spaces provided below please place a checkmark (✓) in the areas which best describe you and your preferences.

2. Where do you prefer that the courses or topics be taught?

- ☐ On Campus
☐ On Employer's Work Site
☐ Other _____ (please specify)

3. Area Where You Live:

- ☐ North DeKalb: north of LaVista Rd.
☐ Central DeKalb: between LaVista Rd. and Memorial Dr.-Covington Hwy.
☐ South DeKalb: south of Memorial Dr.- Covington Hwy.
☐ Gwinnett County
☐ Rockdale County
☐ Other _____ (please specify)

4. Education Completed:

- | | |
|--|---|
| ☐ Less than High School | ☐ 2 Years Beyond High School |
| ☐ High School or GED | ☐ 4 Year Degree |
| ☐ 1 Year Beyond High School | ☐ Graduate Degree |

5. Present Enrollment:

- ☐ Part-time Collegiate
☐ Evening Voc-Tech
☐ College on TV
☐ Industrial Services
☐ Enrichment Program
☐ JTPA Program

6. Sex

- ☐ Male
☐ Female

7. Presently attending classes at:

- ☐ North Campus
☐ Central Campus
☐ South Campus
☐ Voc-Tech Campus
☐ Employer's Work Site
☐ Other _____ (please specify)

8. Age:

- ☐ Under 21
☐ 21-30
☐ 31-40
☐ Over 40

9. Additional Comments: _____